



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Henderson - Las Vegas

CONTRACT

Contract / Revision 484799 /		Alt Order # 06226588
Product DEAN HELLER 4 SENATE		
Contract Dates 09/19/12 - 09/25/12	Estimate #	
Advertiser Dean Heller For Senate		Original Date / Revision 07/10/12 / 08/08/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/19/12	09/21/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$250.00			
N 2	KVVU	09/24/12	09/25/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$250.00			
N 3	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$450.00			
N 4	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$450.00			
N 5	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$425.00			
N 6	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$425.00			
N 7	KVVU	09/19/12	09/21/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$150.00			
N 8	KVVU	09/24/12	09/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$150.00			
N 9	KVVU	09/19/12	09/21/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$125.00			
N 10	KVVU	09/24/12	09/25/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$125.00			
N 11	KVVU	09/19/12	09/21/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 484799 /		<u>Alt Order #</u> 06226588
<u>Contract Dates</u> 09/19/12 - 09/25/12	<u>Product</u> DEAN HELLER 4 SENA	<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 07/10/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---WTF--				3	\$100.00			
N 12	KVVU	09/24/12	09/25/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$100.00			
N 13	KVVU	09/19/12	09/21/12	Cold Case Files	1-2pm		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---WTF--				3	\$100.00			
N 14	KVVU	09/24/12	09/25/12	Cold Case Files	1-2pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$100.00			
N 15	KVVU	09/19/12	09/21/12	Katie	2-3p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---WTF--				3	\$150.00			
N 16	KVVU	09/24/12	09/25/12	Katie	2-3p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$150.00			
N 17	KVVU	09/19/12	09/21/12	Anderson	3-4p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$175.00			
N 18	KVVU	09/24/12	09/25/12	Anderson	3-4p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$175.00			
N 19	KVVU	09/19/12	09/21/12	The Dr.Oz Show	4-5p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$175.00			
N 20	KVVU	09/24/12	09/25/12	The Dr.Oz Show	4-5p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$175.00			
N 21	KVVU	09/19/12	09/21/12	Fox 5 News at 5	5-530p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$275.00			
N 22	KVVU	09/24/12	09/25/12	Fox 5 News at 5	5-530p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$275.00			
N 23	KVVU	09/19/12	09/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$275.00			
N 24	KVVU	09/24/12	09/25/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$275.00			
N 25	KVVU	09/19/12	09/21/12	MORE Access	630-7pm		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$200.00			
N 26	KVVU	09/24/12	09/25/12	MORE Access	630-7pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$200.00			
N 27	KVVU	09/19/12	09/21/12	Extra	M-F 7-730p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$300.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	KVVU	09/24/12	09/25/12	Extra	M-F 7-730p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$300.00			
N 29	KVVU	09/19/12	09/21/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$825.00			
N 30	KVVU	09/24/12	09/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$825.00			
N 31	KVVU	09/20/12	09/20/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$475.00			
N 32	KVVU	09/22/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$500.00			
N 33	KVVU	09/23/12	09/23/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$325.00			
N 34	KVVU	09/23/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	1	\$5,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$5,150.00			
N 35	KVVU	09/23/12	09/23/12	NFL Late Game	NFL Late Game		:30			NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2				2	\$5,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/17/12-09/23/12	NFL Late Game	NFL Late Game	-----Su	:30		\$5,500.00	NM		
	See MG 35.3											
	2	KVVU	09/17/12-09/23/12	NFL Late Game	NFL Late Game	-----Su	:30		\$5,500.00	NM		
	See MG 35.4,35.5,35.6,35.7											
	3	KVVU	09/17/12-09/23/12	NFL Early Game	NFL Early Game	----ThFSaSu	:30		\$5,500.00	NM		
	Ⓜ MG for 35.1 09/23											
	4	KVVU	09/23/12-09/23/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30		\$1,650.00	NM		
	Ⓜ MG for 35.2 09/23											
	5	KVVU	09/23/12-09/23/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30		\$1,650.00	NM		
	Ⓜ MG for 35.2 09/23											
	6	KVVU	09/22/12-09/22/12	Big 12 Football	Big 12 Football	-----Sa--	:30		\$1,100.00	NM		
	Ⓜ MG for 35.2 09/23											
	7	KVVU	09/22/12-09/22/12	Big 12 Football	Big 12 Football	-----Sa--	:30		\$1,100.00	NM		
	Ⓜ MG for 35.2 09/23											
N 36	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$700.00			
N 37	KVVU	09/23/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$475.00			
Totals											86	\$38,500.00

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<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 07/10/12 / 08/08/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	86	\$38,500.00	\$32,725.00
Totals	86	\$38,500.00	\$32,725.00

Signature: _____ Date: _____

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FAX# 610-225-1191
CREDIT RISK !! AUG8/12 13.16
HARRIS REPORT FROM REP *** KVVU-TV ***
CHANGES

BUYER NAME NEIL WILLIAMS

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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FLIGHT DATES SEP19/12 SEP25/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____
DATE AUG8/12 13.16

STZA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35	S		100P-400P	30		\$5,500.00	9/23	9/23	0		SUN	0
PROGRAM : NFL												
38	A		1000A-100P	30		\$5,500.00	9/23	9/23	1		SUN	1
PROGRAM : NFL EARLY GAME												
ORD COM1 : SPOTS N/A DUE TO NO LATE NFL GAME. SEE MG OFFER PRE-BOOKED PLS												
ORD COM2 : APPROVE.												
THIS IS A MAKE-GOOD FOR SEP23 ON LINE-35 FOR 2 SPOTS/WK												
39	A		900A-1000A	30		\$1,650.00	9/23	9/23	2		SUN	2
PROGRAM : NFL PRE-GAME SHOW												
ORD COM1 : SPOTS N/A DUE TO NO LATE NFL GAME. SEE MG OFFER PRE-BOOKED PLS												
ORD COM2 : APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 38-40												

REP HEADLINE# 6226588 TRF# 484799
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 610-225-1191
 AUG8/12 13.16
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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40	A		400P-800P	30		\$1,100.00	9/22	9/22	2		SAT	2
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PROGRAM : COLLEGE FOOTBALL
 ORD COM1: SPOTS N/A DUE TO NO LATE NFL GAME. SEE MG OFFER PRE-BOOKED PLS
 ORD COM2: APPROVE.
 PART OF A MAKEGOOD MADE UP OF LINES 38-40
 STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#35	MISSED: SUN/100P-400P	30S		\$5,500.00	SEP23 (2/WK)				(AUG7/12)	
			OFFER: SUN/1000A-100P	30S		\$5,500.00	SEP23 (2/WK)				PLS ADVISE.	
			& SUN/900A-1000A	30S		\$1,650.00	SEP22 (2/WK)					
			& SAT/400P-800P	30S		\$1,100.00						
			CMT: SPOTS N/A DUE TO NO LATE NFL GAME. SEE MG OFFER PRE-BOOKED PLS									
			CMT: APPROVE.									

SEP/12 38500.00 CONTRACT TOTAL 38500.00
 TOTAL SPOTS 86

MARKET TOTALS \$192,500 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE